

A TEST MARKET COMPARISON OF
STERLING'S PERFORMANCE TO PLAYERS PERFORMANCE

| | Menthol & Non-Menthol 100's/120's Smokers | |
|-------------------------|---|---|
| | Florida Test Market | Original Test Markets* |
| | Sterling 6 Weeks After Intro. | Players (Current Standing) (Averaged To 7 Weeks After Intro.) |
| N = | - - - - -451- | 1159 |
| | <u>%</u> | <u>%</u> |
| Unaided Brand Awareness | 14 | 35 |
| Total Brand Awareness | 38 | 67 |
| Trial | 8 | 32 |
| Share | -- | 1.1 |

* Portland Maine, Phoenix Arizona

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